

THE MAGAZINE FOR CANADA'S COACHES

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FALL 2015

COACHES

plan

**HELPING
PLAYERS
ON — AND OFF —
THE FIELD**

**MUST READS
COACHES SHARE
THEIR BEST BOOKS**

**COACHES SALUTE
THEIR MENTORS**



Barry Morrison, head coach,
Fredericton District Soccer Association

SAY #THANKSCOACH | IS THERE A HOME-FIELD ADVANTAGE?

3 Ways Technology Can Make Coaching Easier

By Stephanie Myers, TeamSnap Content Manager

We use technology to manage our work projects and tell us what's on our to-do list everyday. We use technology to talk to our loved ones and keep up with acquaintances. We even use technology to control the thermostat in our homes even when we're not there.

So why aren't we using technology to make coaching youth sports easier?

Are you one of those coaches still lugging around a folder stuffed with roster information, fee receipts and uniform order forms? There's a better way! Check out these three ways technology can make coaching easier.



Save Time With Your Team Now



Easily access the roster and communicate with parents and players.

Modern families can have many points of contact, which can make it difficult to keep up with what parents go with what child and who you need to keep in touch with. If you're keeping all of this info in a spreadsheet or your email address book, you're not making it easier on yourself.

With team management apps like TeamSnap, parents input their contact information, associated with their child, and then the coach can access team roster info at any time on their smartphone or online. Making it even easier, coaches can then email or text the entire roster or just a subset from within the app. No copying and pasting, no second-guessing, just easy!



Send instant schedule updates and sync them to personal calendars.

Nothing's more frustrating than answering the same question over and over – When is the next practice? With TeamSnap, coaches can schedule practices and games right in the online or mobile app, and parents and players can sync the team schedule to their personal calendars.

Even better, when there's a last-minute change or rainout, coaches can simply update the information and send a text alert, or post a message in the TeamSnap Locker Room, a posting board for instant communication, to make sure everyone gets the message.



Get everyone to the right place with the right stuff.

Sick of parents and players showing up late? With TeamSnap, as long as you enter a location for each game or practice, everyone gets a link to Google Maps to help them get to where they need to be. We can't help with traffic, but at least everyone will have the right address! And make sure everyone knows who's on after-game refreshment duty by assigning parents what you want them to bring.

Coaches have enough to do. Make your life easier with technology and spend less time communicating with your team and more time coaching the players!

About the author: Stephanie Myers is the content manager for TeamSnap, a web and mobile app used by 8 million coaches, parents, team managers and players to tame the logistical nightmare of wrangling schedules, practices, equipment and volunteers, providing up-to-the-second info on where everyone needs to be and what they need to bring.

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Don't forget to say #ThanksCoach

I am very excited to bring you this issue of *Coaches plan*, my first as executive editor. Whether it's playing or watching, sport has always been a big part of my life. From my own experience, I recognize the importance of properly trained and informed coaches, and the value they can bring to a community. Sport teaches respect, teamwork, and a good work ethic; as I reflect back on my younger years, I can honestly say that my baseball and hockey coaches have had a positive influence on who I am today, both on and off the field.



In this issue we asked several coaches to tell us about the mentors who provided the tools they needed to excel in the world of sport. Their insights in the feature "Guiding lights" reveal the powerful and long-lasting positive impact a coach can have.

Is there a coach who played a key role in your life? This September, I encourage everyone to take a moment to reflect on the positive influence a coach has had on their development as an athlete, and a person. Join us during National Coaches Week, September 19-27, and say #ThanksCoach to someone who has made a difference to you, your family, and your community.

The 2015 Year of Sport in Canada continues to be an exciting one. Since my tenure began at the CAC in June, Canada has hosted the FIFA Women's World Cup and the TORONTO 2015 Pan Am/Parapan Am Games. These events unite us as a nation, contribute to our national pride, and help shape our identity. With the world watching, hosting international competitions brings one more element to the table: the pressure to perform with home-field advantage. Our feature "No place like home?" details some of the experiences coaches have faced as they prepare for major competitions on home soil. As you'll discover, having a "home-field advantage" comes with its own particular set of challenges for both coaches and athletes.

Finally, if you are looking for some books to motivate you in your coaching efforts, we've got a great bunch of suggestions for you. We asked coaches to tell us about the books that have helped them most, both on and off the field. From *Way of the Peaceful Warrior* to *The Tao Te Ching* and *Positive Coaching: Building Character and Self-Esteem Through Sports*, we offer an inspired list of titles you'll want to consider for your own personal library.

Happy reading!

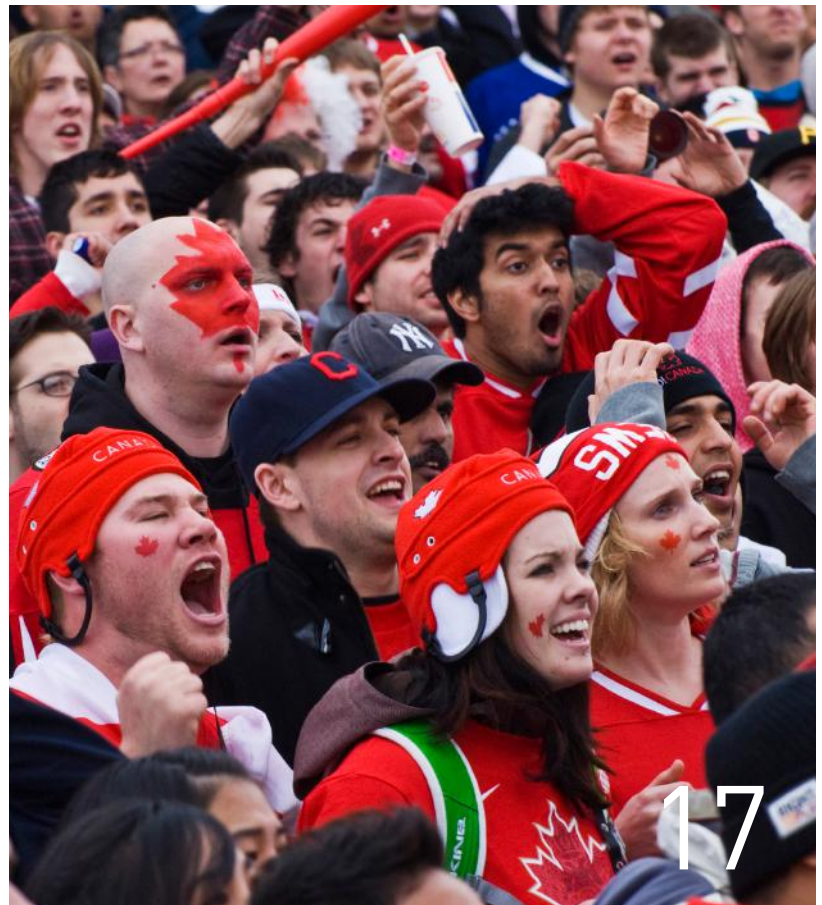
Michel Hachey

Manager, Communications

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COACHES plan

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ON OUR COVER: BARRY MORRISON
PHOTO BY WWW.PHOTO506.CA

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Canadian sport leaders share the coaching guides that have helped them become better at what they do

NEW FROM THE *CANADIAN JOURNAL FOR WOMEN IN COACHING*

Coaching the Female Athlete

It can be argued that advances have been made in acknowledging and understanding the differences between females and males when it comes to effective, productive, and safe coaching. Nevertheless, the dropout rates from the ranks of young female athletes remain troublingly high. Retention, then, must be a major concern of coaches. Clearly, modification of the training environment is not only called for; it is essential.

The most recent issue of the *Canadian Journal for Women in Coaching* addresses this subject in an article titled "Coaching the Female Athlete: Developing Your Performance Environment," by Vicki Harber. www.coach.ca/files/CJWC_JULY2015_EN_1.pdf

Harber, an acclaimed authority on making a difference in female sport performance, first identifies three categories of injuries. She then describes techniques that can enable coaches to avoid these potentially career-ending injuries. The ultimate goal, she notes, is to create "performance environments [that] can support the widespread benefits of regular physical activity and sport for girls and women." Her article is a significant addition to the body of knowledge around female sport performance.

—Sheila Robertson, Editor,
Canadian Journal for Women in Coaching



#CoachesWeek
September 19-27, 2015

#CoachesWeek #ThanksCoach

This September 19-27, 2015, National Coaches Week will celebrate the tremendous positive impact coaches have on athletes and communities across Canada. As part of the Year of Sport in Canada, this week is an opportunity to recognize coaches for the integral role they play by simply saying "#ThanksCoach."

With coach recognition events and coach education workshops being held across the country to celebrate coaching, National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring Canadians live an active, healthy lifestyle.

For more information on what is happening in your region, visit www.coach.ca/nationalcoachesweek or contact your provincial/territorial coaching representative.

Share your stories and say [#ThanksCoach](https://twitter.com/ThanksCoach) during National Coaches Week, September 19-27.



SPORT LEADERSHIP SPORTIF



Photo: Zyron Paul Felix

November 12-14, 2015 • Winnipeg, Manitoba
@SLSConference • #SLS15
www.coach.ca/sportleadership



Register for 2015 Petro-Canada Sport Leadership sportif conference

The 2015 Petro-Canada Sport Leadership sportif conference hosted by the Coaching Association of Canada takes place November 12-14, 2015 at the RBC Convention Centre and Delta Winnipeg in Manitoba.

This year's theme is "Embracing Canada's Potential: What is your piece to play?" This question will be explored in engaging workshops, by riveting keynote speakers, and during our innovative new 'unconference' element.

Early bird registration rates now available. To register or for more information on hotel and travel discounts, please visit coach.ca/sportleadership

Pan Am and Parapan Am Games coaches in action

The TORONTO 2015 Pan Am and Parapan Am Games may have wrapped up but impressions from both athletes and coaches live on as part of the legacy of the largest multi-sport Games ever hosted in Canada. The CAC had the chance to catch up with many of the TO2015 coaches. Find out what they had to say about the Games and their athletes. <http://coach.ca/toronto-2015-s17026&language=en>

NSO Summit on Responsible Coaching

The Coaching Association of Canada, along with the Canadian Centre for Ethics in Sport (CCES), recently hosted an NSO Summit on Responsible Coaching. The focus of the summit was to deal explicitly with vulnerable individuals in the Canadian sport system. More than 60 participants attended the summit which included presentations by leading NSOs, expert legal counsel, and Scouts Canada. Delegates endorsed the need to address gaps within the Canadian sport system related to policies and processes to protect our collective investment in sport throughout the system, including the implementation of protective measures such as police record checks and the 'Rule of 2'. A working group will be established on behalf of the Canadian sport system to lead the development of sustainable national policies and procedures, which will then be shared for review and feedback. The process will ensure significant engagement and dialogue across the system. The CAC will support the working group in developing consistent policy and process recommendations, acting as a facilitator, and providing expert resources in partnership with CCES. More information, including the full report from the NSO Summit on Responsible Coaching, can be found here: http://www.coach.ca/files/NSO_Summit_Report.pdf

When outside influences affect performance

A CARING COACH CAN HELP PLAYERS BOTH ON AND OFF THE FIELD

By Shaunna Taylor, PhD

Canadian Sport Psychology Association

THERE'S A SAYING IN COACHING LITERATURE THAT "COACHES COACH PEOPLE, not sports." Each athlete comes to your program with an individual biography that will unfold as you get to know them. Athletes and coaches don't live in a bubble – they come from families, communities, and socio-cultural groups that can have a significant impact on who they are, and the types of beliefs and behaviours they hold.

Current research indicates that many young people don't have the resiliency skills of previous generations. For example, in a 2012 article titled "Campus Crisis: The broken generation," *Maclean's* reported on a survey of 1,600 University of Alberta students which found that 51 percent experienced feelings of hopelessness in the past 12 months and 87 percent felt overwhelmed by all they had to do. <http://www.macleans.ca/news/canada/the-broken-generation>.

Studies like these show why it's so important to stay connected with your athletes, to understand the outside factors that influence them in profound ways, and to use coaching leadership to positively influence them when these outside factors become pervasively negative.

As a coach, you are a natural problem-solver. And yet, there may be times when an athlete's athletic performance or declining physical or mental health may be beyond the scope of your abilities to solve. In this case, the coach serves as a "triage": a valuable ally in directing the athlete to the appropriate assistance and/or empowering them to find solutions.



Shaunna Taylor, PhD, is co-chair of the managing council of the Canadian Sport Psychology Association and an adjunct professor at the University of British Columbia. She has been consulting with coaches and athletes from the grassroots level to the Olympic/Paralympic level for more than 15 years.

A guiding compass

Many behaviour or performance challenges in sport can be addressed through communication and the training of the athlete's mental skill and physical ability. But sometimes, even these efforts fall short and a coach might suspect that something else is at play. In addition to parents and teachers, coaches are in a uniquely powerful position to effect change in young people. In many cases, a coach and sport program can serve as an athlete's "true north": a compass to help direct young people to positive solutions, and give them hope and a sense of normalcy when other aspects of their lives feel out of control.

Many athletes look back on their early years in sport with gratitude. I've heard more than one athlete say later in life that sport gave them the life skills and the social group to help them deal with the pressures of growing up.

Putting an 'open-door policy' into practice

Many coaches say that they have an open-door policy with their athletes, but they may struggle with creating conditions that actually put it into practice. Great coaches understand how critical it is to convey to athletes that you care about them as people, and not just as athletes. This applies whether you are working in recreational sport or in high performance. The athlete who feels valued and cared for will be more likely to work harder and perform better than the athlete who feels like they are just a number.

How you establish this sense of caring is your challenge as a coach. The sense of mutual trust that must also be created is key if you are ever to have an athlete come to you with an important and private issue. Remember: people judge others on actions, not words. If your team has seen you violate confidentiality or use personal information to a teammate's detriment, athletes will think the same could happen to them.

Be prepared to listen


There could be literally hundreds of reasons why your athlete isn't feeling or acting like him or herself on any given day. It could be fatigue, school stress, or any number of personal or family issues or crises (such as having a critically ill friend or family member, struggles with alcohol or drug abuse, financial stress or job loss, etc.). Or it could be something else, such as school bullying, physical, emotional or sexual abuse, a break-up, or an underlying mental illness or a mental health issue. A young person could also be having a hard time because they are struggling with sexual or gender identity issues. Truth is, you don't always have to have the "right" answer or solution if an athlete reaches out or opens up to you — but you can be a huge positive role model by being there to listen. Unless the athlete is a danger to him or herself or others (in which case you have a legal obligation to report your concerns), your key role is to be able to provide resources that can provide help to the athlete.

Keep in mind it's imperative to have a clear understanding of boundaries around ethical decision-making and codes of conduct for communicating with minors on sensitive topics (a valuable resource to help in this area is the Coaching Association of Canada's Make Ethical Decisions training, found at <http://coach.ca/make-ethical-decisions-med--s16834>).

Not every athlete will come to you with an issue they are struggling with, but there are times that your level of concern about a particular athlete will be high enough that you'll need to say, "You just don't seem like yourself, and I'm concerned about you." Don't be afraid to let an athlete know you care. Depending on the level of concern you have, you may need to reach out to an athlete's parents or guardians. Become acquainted with the available supports and resources in your community, so that you'll know how to help your athlete. And keep in mind that it's better to reach out — even if you discover the problematic issue is relatively minor — than to have the situation escalate and wish you had acted sooner.

Chances are, you are not a clinical psychologist, a social worker, gender or sexual identity specialist, or a family therapist. But you can assist your athlete in reaching out to professionals who can help them. Never forget how crucial a coach can be in a young athlete's life.

Building trusting relationships

It takes time and energy to build trust. But any good coach knows that the effort is well worth it. Trusting teams are also healthier and higher performing teams. And an athlete who trusts in their coach is more likely to open up to him or her when help is needed. 

RESOURCES THAT CAN HELP

Instead of worrying that one day an athlete might come to you with a tough topic and you won't be prepared, begin to educate yourself on local or national resources (including websites and associations) that can help athletes and/or their families. You may never need to use these resources, but if you do, you'll be ready.

KIDS HELP PHONE:

For any crisis, or if a young person just needs to talk, young people of all ages can call 1-800-668-6868 or visit www.kidshelpphone.ca

IT GETS BETTER PROJECT:

This project's mission is to communicate to lesbian, gay, bisexual, and transgender youth around the world that it gets better, and to create and inspire the changes needed to make it better for them.

www.itgetsbetter.org

CANADIAN MENTAL HEALTH ASSOCIATION:

The CMHA promotes good mental health and advocates for change. Find a support group in your area. www.cmha.ca

TEEN CHALLENGE CANADA:

A 12-month, faith-based, residential drug and alcohol rehabilitation program that is part of a network of more than 15 Teen Challenge Centres across Canada and more than 1,000 worldwide.

www.teenchallenge.ca

4 priorities for top performance

REST AND RECOVERY, NUTRITION, POSTURE AND MOVEMENT —
IT'S ALL ABOUT THE FUNDAMENTALS

By Jeff Krushell

WHETHER YOU ARE COACHING YOUNG ATHLETES JUST BEGINNING IN THE world of sport or experienced high-performance veterans, the same four priorities should apply to ensure they perform to the best of their abilities. **These priorities are: rest and recovery, nutrition, posture and movement.** Let's explore each in detail:

Rest and recovery

Every performance program should start with rest and recovery. Sleep is the key: the amount of training and competition we require of our athletes should be based on how much rest they get in a given time period.

Athletes can't perform at an optimum level if they are sleep deprived, thus every performance program and strategy should start with determining the amount of sleep an athlete needs on a nightly basis – this should form the foundation of the performance program. Once sleep requirements are established, you can begin to build their performance plan by day, week, month, and/or year. **Missing a few hours of sleep one or two nights a week doesn't have to be a big deal if you set sleep requirements on a weekly basis.** For example, if an athlete requires eight hours of sleep a night, then they will need 56 hours of sleep a week. If they miss a few hours here and there, they can make up for that by adding extra hours of sleep the following night or by planning strategic naps. The goal is to aim for those 56 hours of sleep over the course of a week.

Nutrition

It is impossible for athletes to reach their potential if they aren't eating and hydrating properly. They should be eating healthy meals, eating often, and avoiding going hungry or becoming thirsty. Some athletes will consume food five times a day, while others may eat as frequently as 10 to 12 times a day. Each athlete should have a nutrition plan based on their personal needs. Here are general guidelines for athletes to keep in mind when planning for nutrition (guidelines may vary for endurance athletes):

- The balance of food intake should generally be **55 percent carbohydrate** (low glycemic if possible), **15 percent protein** (never more than 30g at a time and never going more than four hours without protein), and **30 percent good fats**.
- Breakfast should be mandatory and small frequent meals are a good idea.
- Athletes should use approved supplements when they can't eat properly.



Jeff Krushell, the founder of Krush Performance, has spent the past 20 years in the world of high performance sport helping athletes reach their potential and achieve maximum performance. A noted expert in the field of talent development, he has worked with elite athletes and Olympians, as well as internationally renowned coaches, doctors, and sport scientists. He is a strength and conditioning consultant for Major League Baseball International and hosts The Krush Performance Radio Show on TSN 1260 in Edmonton.

- Hydration is key for weight management and performance. In fact, studies show that at two percent dehydration, the body's ability to perform can drop by a corresponding 10-15 percent. There are also indications that cognitive function can drop as much as 20 percent at this level of dehydration. Hydration has a profound impact on decision making, reaction time, memory, and basic learning.

Posture

Athletes are not only at higher risk for injury if their posture is incorrect, but will also not be able to effectively train at the level required to reach their full potential. **Bad posture usually results in bad movement patterns**, which leads to reinforcement of bad movement – and there aren't many athletes who succeed with such patterns.

Many weight training programs are incorrectly designed for a specific sport because they often over-emphasize certain muscle groups. That can lead to muscular imbalances which, in turn, can lead to skeletal alignment issues. The end result is poor performance and a higher risk of injury.

A postural and range of motion analysis should be done on all of athletes prior to intense training or competition. If there are any concerns, consider putting them on corrective programs, and if the problem is serious, they shouldn't be allowed to compete or train all-out until their posture has improved.

Movement

Everything we do in sports training is geared toward improving movement patterns. Whether you are coaching a 100m sprinter on the track, a left winger on the ice, or a wide receiver on the gridiron, flexibility, agility, and weight training are all programmed for the end result of improving movement. Here are things to keep in mind regarding movement:

- It's a good idea for athletes to play multiple sports in the developmental years, up to the age of 14-16. Even after specialization, it's helpful to play other recreational sports in the off-season. Such activity rounds out the movement experience and can help athletes reach their potential.
- Effective movement activities for younger kids include gymnastics and track, which teach fundamental movement skills.
- It all starts with the feet – athletes have to be in the right position on the ground in relation to the center of mass to maximize movement skills.
- Improving movement skills should be the first priority in athlete performance training. I've seen athletes who have grown big and strong from working out in the weight room but who can't move fluidly. Consider taking these athletes out of the weight room and help them reprogram their movement.

The bottom line is that rest and recovery, nutrition, posture, and movement are critical in the development of great athletes. It's all about the fundamentals – and it's never too late to learn them.



Athletes are not only at higher risk for injury if their posture is incorrect, but will also not be able to effectively train at the level required to reach their full potential.





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GUIDING LIGHTS

Having a coach mentor can be essential in your sport development. Three coaches tell us about the leaders who helped them most

By Rosalind Stefanac

WHEN MARIE-FRANCE MERCIER TOOK a summer job 25 years ago coaching tennis at a kids' camp in Mont-Tremblant, Quebec, she never imagined it would forever change the course of her career path. In fact, she was studying education at the time and was planning to work in the school system.

But the camp's tennis director, Butch Staples, took her under his wing and introduced her to a full-time career in coaching. "He was the first person who had a strong effect on me and was able to recognize my strengths and help me to maximize them," says Mercier, who is now based in Montreal as a coaching development consultant for Tennis Canada. "I saw him again last year after a very long time and told him that I'm doing what I do today because of him."

Mercier credits Staples and other coach mentors throughout her career for helping her become the coach she is today. "Now I too highlight people's strengths because they sometimes don't realize just how unique their qualities are to them," she says. "I also make sure to develop their identity as coaches around those strengths."

Even in her role today, she credits her current boss, Ari Novick, ChPC, as being a key influence in her coaching development. "He's a role model and has made me realize that being a leader doesn't



COACH: Marie-France Mercier



COACH MENTOR: Butch Staples

MARIE-FRANCE MERCIER:

"Sometimes, it's about taking a backseat and letting your team figure it out."

necessarily mean getting in front of everyone and saying 'follow me'," says Mercier. "Sometimes, it's about taking a backseat and letting your team figure it out."

Coaches, by the very nature of their job descriptions, lead and mentor others. But developing one's career requires ongoing learning – and coaching is no exception. "I think if you're going to try and motivate people to learn new skills, you have to be open to learning yourself," says Mercier.

"I recognize the mentors throughout my career that have had a huge influence on me and I'm thankful to them for that."

In an ideal world, the mentoring never ends no matter what stage of career you're in because it's the ongoing development that keeps things fresh and exciting, says Mercier. "It's all about figuring out how we can be even better at our jobs – and seeking out the right people along the way who can help us get there."



COACH: Barry Morrison

BARRY MORRISON:

“I’ll reach out to them when I’m wondering if I’m on the right track because I know they are there to guide me and help me become better at what I do.”

BARRY MORRISON is head coach at the Fredericton District Soccer Association in New Brunswick. Morrison works with about 200 coaches throughout the year, some more closely than others depending on their level of engagement in the program. “My typical day revolves around maintaining communication with other coaches to ensure everyone understands the program’s coaching philosophy,” he says. “I also work directly with coaches on the field giving and getting feedback to ensure the program is stronger overall.”

Morrison has completed a variety of training courses offered through the Coaching Association of Canada’s National Coaching Certification Program (NCCP) to become

a Master Learning Facilitator, which allows him to deliver development and mentorship workshops to other Learning Facilitators who in turn train/mentor coaches. He’s quick to point out that even as someone who develops other coaches, he is always seeking out mentors himself, either through consulting other coaches who have completed NCCP training or via colleagues he’s met across the country. “I’ll reach out to them when I’m wondering if I’m on the right track because I know they are there to guide me and help me become better at what I do,” he says.

Morrison remembers being an up and coming coach when he met Andy Cameron, who was the technical director for Soccer New Brunswick at the time. “I went up to



COACH MENTOR: Andy Cameron

him and told him I wanted to be better and he advised me on which courses to take,” he says. “As I progressed as a coach, I spent more and more time working with and learning from Andy over several years, and even now that he lives in B.C. we’re still in contact.”

Cameron and Dave Dew, women’s assistant coach with the University of Victoria Vikes, another coach/mentor Morrison worked with, have had an “immeasurable” impact on his career. “When I reflect back and look at how I do things, or why I feel confident in certain aspects of my job, I remember conversations with these people who really helped shape me as a coach,” says Morrison. “As you develop and evolve you have different influences guiding you in various aspects of your life and that’s why it’s so critical to have mentors you can talk to about your career.”

With the inaugural National Coaches Week taking place this September 19-27, communities in Canada will be encouraged to recognize the valuable work their coaches do through a national awareness campaign. “It’s really a chance to jump in and highlight those coaches across the country who have made a positive difference,” says Morrison.



COACH: Ron Angus, ChPC



COACH MENTOR: Joe Serianni

RON ANGUS:

“A mentor can give you another perspective when you’re locked into a particular coaching style.”

RON ANGUS, ChPC, is another coach who credits mentors along his almost 50-year career path in judo, for shaping his coaching style today. As an Olympic athlete and head coach at Full Circle Judo Club in Burlington, Ont., he says coaches can sometimes feel isolated and locked into a particular coaching style. “That’s where a mentor can fit in and give you another perspective,” he says. “I was fortunate enough to see a lot of different coaching and mentoring styles throughout my training and I’ve been able to focus on the ones I found most valuable in my own program.”

These days, he says he tries to learn from all his fellow coaches and seek out mentors in areas where he feels less experienced, such as mental training, injury prevention, or even marketing for the club.

In fact, he remembers one of his mentors and first provincial senior team coaches, Joe Serianni, doing the same thing. “Although he had a number of

strengths, Joe also recognized his own limitations and researched to find the best possible person in the field to work with his athletes, and I do the same,” says Angus. “He also has a really strong sense of ethics which I rely on to this day when situations arise – we’ll bounce ideas off each other and he’ll come into my program and make suggestions.”

Angus also credits two-time Olympic medal winner and three-time World winner, Dave Starbrook, as another coach who had a big impact on his career. “Dave had a very successful competitive career and was a fantastic physical and technical example of what it meant to be best in the world,” says Angus. “We trained together daily...and this training bond consolidated his expertise and his willingness to share his judo knowledge.” Starbrook went on to become Britain’s Olympic judo coach and Angus says he is grateful to have had the opportunity to glean some coaching expertise from him beforehand.

Becoming a Coach Developer

Whether it’s a multi-sport module, your sport-specific workshop, or your coach evaluation, they’re all delivered by an NCCP Coach Developer. Coach Developers are trained to develop, support, and challenge coaches to go on honing and improving their skills and knowledge in order to provide positive and effective sport experiences for all participants.

Interested in coaching other coaches? The NCCP offers a step-by-step process to get you trained and certified. It starts with core and content-specific training and eventually gives you the opportunity to work alongside other experienced Coach Developers until you are ready to be evaluated and then certified to deliver independently. From there, you will have the opportunity to extend your training and become a Master Learning Facilitator and/or Master Evaluator to train and evaluate other new Coach Developers for the future. For more information on the program go to coach.ca/coach-developertraining-s16933

Share your stories at #ThanksCoach

Leader. Teacher. Motivator. Confidant. Friend. No matter what role they are playing, we still call them ‘Coach.’
Share your stories and say #ThanksCoach during **National Coaches Week**.



September 19-27, 2015



No place like
HOME?

Competing on home turf has plenty of advantages — but there are also some pitfalls to prepare for

By Rosalind Stefanac

THE EXCITEMENT WAS PALPABLE AS SOME 7,000 athletes from 41 nations descended upon Toronto for the Pan Am and Parapan Am Games this past summer. For the participating Canadian athletes, the thrill was heightened further by the fact they were competing on home turf, surrounded by adoring fans, friends and family.

But is competing at home always an advantage? It's an assumption many believe as fact, regardless of the sport. And there is evidence to prove they could be right. According to research conducted by the University of Rochester and reported on in the *Journal of Applied Social Psychology* in 2010, those who compete at home tend to win more than 60 percent of the time.

Having the Games hosted on her home turf this year was “absolutely an advantage,” says Lisa Thomaidis, ChPC, head coach of the women’s national basketball team. **“To be familiar with the environment, the facilities, the food, and not have to adjust to a time change is a huge advantage,”** she says. Competing in front of families and friends is also an “emotional boost,” notes Thomaidis, because the team so rarely gets to do so. “The reality is that we typically play 95-100 percent of our games abroad.”

There are drawbacks

Yet home field competitions can have their drawback too, says Johanne Bégin, head coach of the women’s national water polo team. **“Sometimes being in front of your own crowd can give you a boost, but it can also overstress you,”** says Bégin, who was a member of the water polo team at the 2000 Olympics and has now transitioned to coaching. “Sometimes you feel more pressure when your family and friends are watching you.”

Given that this was Bégin’s first time preparing her team of 13 women for a major event such as the Pan Am Games, she approached the training process by

drawing on her own 25 years of experience playing the game. “It’s all about controlling the stress by getting into a routine and providing rules that will make for better conditions,” she says. For Bégin, that means isolating her team from distractions before a home game, but then allowing them time after to spend with family and friends. “On the days off, we still train, but they can be with their families too — I think it’s psychologically good for them.”

Dr. Shaunna Taylor, an adjunct professor at the University of British Columbia and co-chair of the Canadian Sport Psychology Association, says it is essential to create a plan when dealing with athletes on home turf. “When athletes are travelling, we work really hard to do simulations so they can get acclimatized with a venue beforehand via video or with a manager making a visit ahead of time — on home

turf that’s so much more controllable and economically viable,” she says. Still, Taylor admits it can be a double-edged sword. “If you’re surrounded by a hometown crowd, that’s some pretty decent pressure on your back.”

Taylor works with coaches and athletes to create a plan so they can view home turf as a true advantage. For coaches, she advises taking a look at the history of the athlete and their typical performance on home soil to flag any patterns. “If they always seem better on travel days, zone in and find out why,” she says. Educating an athlete’s parents on how to behave during home competitions is also key. **“As a family member, you’re there to be a fan and not load extra pressure on an athlete by talking about tactics and strategy,”** she says. “Coaches can really help drive that message with parents.”



Johanne Bégin, centre, head coach of the women’s national water polo team

6 things family and friends of athletes should—and shouldn't—do

Having folks near and dear to them rooting in the stands can be exhilarating for athletes, but there is a downside too. Here are some reminders coaches can pass on to family and friends to ensure they help — and don't hinder — the performance of their athletes.

1. Keep questions and notes of support to a minimum, as they can be distracting and exhausting to athletes
2. Designate one person who will be the lead contact for all friends and family for a particular athlete so they can be kept updated without bombarding the athlete
3. Don't offer advice on mental state and performance techniques at this stage of the game — leave that to the coaches and sports psychologists
4. Avoid providing 'insights' to media about the athlete. Instead, contact your sport media spokesperson for help in preparing for possible media questions
5. Resist the urge to offer your well wishes right before a competition as this can detract from focus and preparation
6. Don't ask athletes for tickets as they rarely have access to them. Instead contact the National Sport Federation or whoever is designated to access tickets for the team

Adapted from the Family & Friends Planning Guide and Helpful Tips, Canadian Olympic Committee, 2014

“There's nothing quite like the home crowd cheering you on.”

Carla Nicholls,
ChPC



Dealing with family, friends — and local media

The Canadian Olympic Committee's Family and Friends Program (www.speedskating.ca/sites/speedskating.ca/files/coc_tips_document_july2013_en.pdf), features useful tips and resources that coaches can pass on to an athlete's family (see sidebar left). “Athletes will feel blessed to have their parents on site if they can respect the boundaries the sports program has put in place for them,” says Taylor. “If everyone pulls together and sticks to the same message, the athlete is going to perform better too.”

As head coach for the Pan Am and Parapan Am Games, Carla Nicholls, ChPC, made sure she included parents and media in what she called her “distraction management plan” for the Games. “Distractions with family are a big deal at home competitions, but there's also the media that wants access to Canadian teams and share that experience with the rest of the country,” she says, adding that many athletes aren't properly trained to deal with media questions either.

During the Games, Nicholls, who also leads high performance athlete development for Athletics Canada, decided to

keep the athletes away from the opening ceremonies to preserve their energy. She also had them stay in their home training environments for as long as possible before bringing them to Toronto's Athlete's Village so they could keep to their own schedules. “While I see the village as exciting and fun, it can also be a haven for germs and so many things can go wrong as a result,” she says.

As important as it is to create a plan when preparing for home tournaments, Nicholls says it's also key to effectively communicate these plans. “Sometimes head coaches will make a mistake by making it a type of dictatorship,” she says. “Educating people on why I make the decisions I do helps athletes buy into the plan, and whether we're on the road or at home, our number one objective will always be to achieve the best performance for our team.”

Overall, Nicholls believes playing at home still has more advantages than competing abroad. “I know that my athletes will have the medical care they need and I'm not worried about the language barriers, food or accommodations,” she says. “Plus, there's nothing quite like the home crowd cheering you on.”

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Plan



Deliver



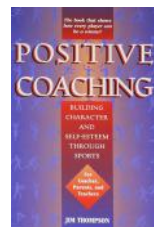
Conclude

CANADIAN SPORT LEADERS SHARE THE COACHING GUIDES THAT HAVE HELPED THEM BOTH ON AND OFF THE FIELD

COACHES PICK THEIR

Coaches are always looking for ways to become better at what they do. While there's no substitute for experience, books are a great resource for improving your game. We asked coaches across the country to share their favourite reads with *Coaches plan*.

CLAIRE PATERSON, ChPC
Head Coach, Women's Soccer - University of British Columbia (Okanagan) and Technical Director - North Okanagan Youth Soccer



**POSITIVE COACHING:
BUILDING CHARACTER
AND SELF-ESTEEM
THROUGH SPORTS**
by Jim Thompson

"This book was recommended to me by my mentor early in my coaching career and has been influential as I developed my coaching philosophy. It is a wonderful read and I believe has many important messages. I found it so beneficial that I ask the new coaches to my club to read it and have several copies in my office to loan out."

ANDRÉ FOURNIER
Recently retired Director of Training and Development - Institut national du sport du Québec, Montréal

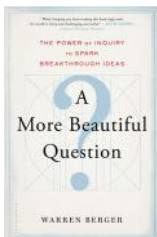


**NUTRITION,
SPORT ET
PERFORMANCE**
by Marielle Ledoux,
Geneviève St-Martin,
and Natalie Lacombe

"This book offers very practical and precise nutrition information from nutritionists, athletes, and coaches in Quebec on proper nutrition for athletes before, during, and after competition. It also features a number of nutritious recipes and advice on developing customized menus. A great guidebook that's very useful for any coach."

BEST BOOKS

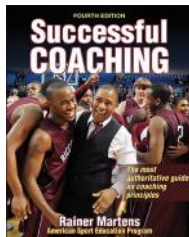
BETH BARZ, ChPC
Head Coach, Women's Rugby -
Queen's University



A MORE BEAUTIFUL QUESTION
by Warren Berger

"This book is full of interesting insights about the power of questioning and includes chapters on the power of inquiry; why we stop questioning; the why, what if, and how of innovative questioning; questioning for life, etc. I thoroughly enjoyed this book— it offers a lovely journey that makes you think so much!"

MIKE MILLER, ChPC
Club Head Coach and Director,
Special Project - Milton Soccer Academy
(Milton, ON)



SUCCESSFUL COACHING
by Rainer Martens

"This is a book that is crammed with information that more than scratches the surface on a multitude of subjects in coaching. Only a compilation of all the NCCP multi-sport course materials could rival the information contained within this one source."

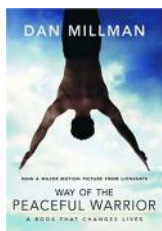
REG CHAPPELL, ChPC
President/High Performance Coach -
Ducks Swimming Club (Aurora, ON)



THE SCIENCE OF SWIMMING
by James E. Counsilman

"Written in 1968 when there was limited availability on stroke technique. Counsilman followed this up with years of research and other books, including *Doc Counsilman on Swimming*, *Complete Book of Swimming*, *The Competitive Coaching Manual for Coaches and Swimmers* and *The New Science of Swimming*."

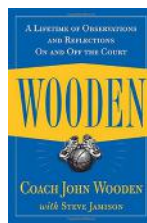
EDDIE COLEMAN, ChPC
 Team Ontario Head Coach -
 Ontario Volleyball Association



WAY OF THE PEACEFUL WARRIOR: A BOOK THAT CHANGES LIVES
 by Dan Millman

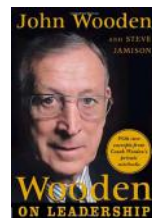
“The story is based on the transformation of an athlete through sport and life events. The main character is challenged to overcome his ego, fears, attachments, and thinking to understand what it means to be in the moment. It is one of the most powerful and impactful books I have read and one that I read on an annual basis, with new insights every time. Two years ago, after reading the book again, I started to understand what it meant to “throw out the trash” by not being caught up with stuff from the past or overcome with fear of the future. I began to see how the attachment to outcome and our judgment of others and ourselves can keep us from sticking to the process and producing quality. These insights have had a direct impact on my coaching philosophy.”

DAN CHURCH, ChPC
 Head Coach, Women’s Ice Hockey -
 York University



WOODEN: A LIFETIME OF OBSERVATIONS AND REFLECTIONS ON AND OFF THE COURT
 by John Wooden
 with Steve Jamison

“A great little book with short stories and reflections that shaped the philosophy and coaching practice of one of the winningest coaches.”



WOODEN ON LEADERSHIP: HOW TO CREATE A WINNING ORGANIZATION
 by John Wooden
 with Steve Jamison

“Explains the major points of the ‘Pyramid of Success,’ the tool that shaped this great coach’s philosophy on team structure.”



REACH FOR THE SUMMIT: THE DEFINITE DOZEN SYSTEM FOR SUCCEEDING AT WHATEVER YOU DO
 by Pat Summitt
 with Sally Jenkins

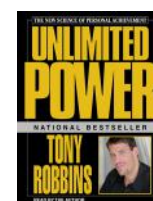
“This book covers a winning season of NCAA women’s basketball with one of the most successful female coaches of all time. It’s filled with candid reflections on her successes and failures as a coach, and her ‘definite dozen’ system.”

RAM NAYYAR, ChPC
 Head Coach - Canadian National Badminton
 Team and Head Coach - Vancouver Lawn
 Tennis and Badminton Club



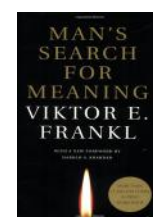
THE TAO TE CHING
 by Lao Tzu

“While complex, this book gives simple solutions to diverse subjects. It reminds me that my job as a coach is to make the complex simple.”



UNLIMITED POWER
 by Tony Robbins

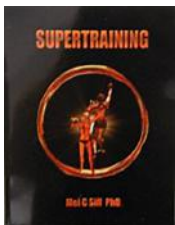
“Filled with practical tips that athletes can employ all the time.”



MAN'S SEARCH FOR MEANING
 by Viktor E. Frankl

“This book addresses the core value of worth that everyone struggles with — understand it and you understand much.”

KEN ANSTRUTHER, ChPC
Owner - Master Seung's Taekwondo
Argentia (Mississauga, ON)



SUPERTRAINING

by Mel C. Siff

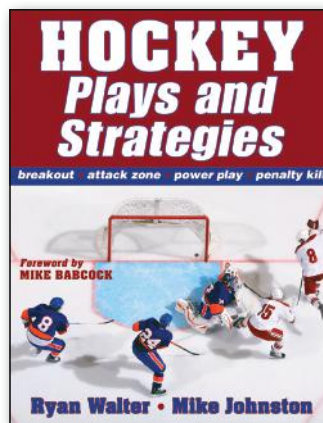
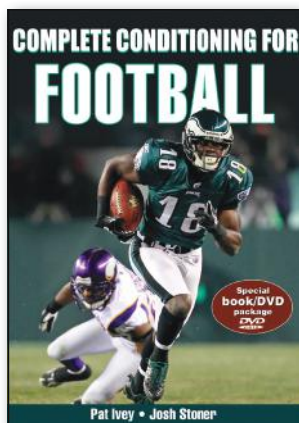
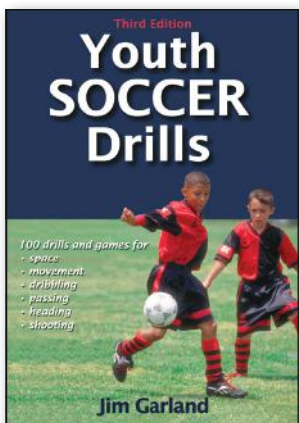
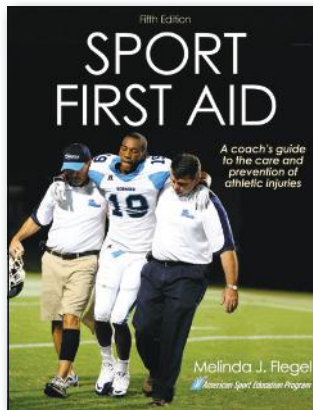
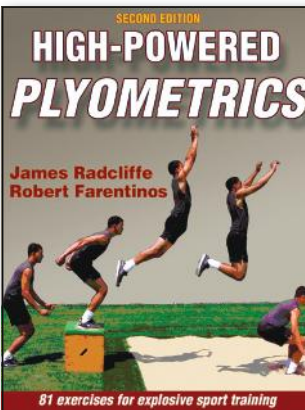
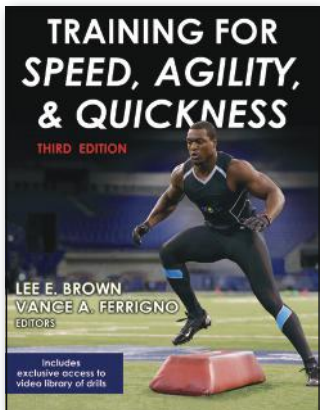
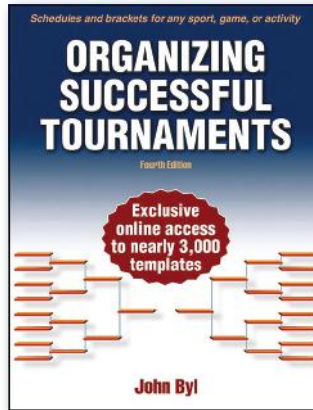
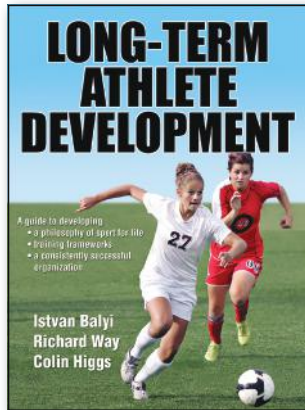
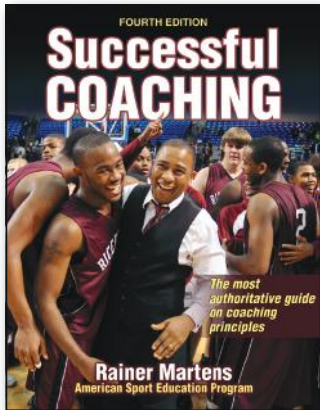
"I learned more about sports science from this book than any other I've read because I was able to find a scientific answer to many aspects of training. This book helped me explore such areas as blood lactate, accelerometers, speed training with resistance bands, vibration plates, and creating specialized equipment for sport-specific resistance training, reaction speed assessment, gaze analysis, etc. Even today, if I open this book randomly I will find something helpful that will point me towards a possible application. It doesn't offer ready-made solutions but serves as a flashlight directing you down a possible path where you can work things out for yourself."

10 more great reads

Popular titles to round out your personal library:

- 1. SPORT AND EXERCISE PSYCHOLOGY: A CANADIAN PERSPECTIVE**
by Peter R. E. Crocker
The first Canadian sport psychology text written by leading professionals from across the country.
- 2. BECOMING A SUPPLE LEOPARD: THE ULTIMATE GUIDE TO RESOLVING PAIN, PREVENTING INJURY, AND OPTIMIZING ATHLETIC PERFORMANCE**
by Kelly Starrett and Glen Cordoza
The authors share their approach to mobility and maintenance of the human body.
- 3. RELENTLESS: FROM GOOD TO GREAT TO UNSTOPPABLE**
by Tim S. Grover
The author is the legendary trainer of Michael Jordan, Kobe Bryant and Dwyane Wade.
- 4. CO-ACTIVE COACHING: CHANGING BUSINESS, TRANSFORMING LIVES**
by Henry Kimsey-House, Karen Kimsey-House, Phillip Sandahl, and Laura Whitworth
This book has been called the "bible of coaching guides."
- 5. SHE CAN COACH!**
by Cecile Reynaud
Draws on the experiences of 20 of the most successful female coaches in 13 different sports.
- 6. LEAVE NO DOUBT: A CREDO FOR CHASING YOUR DREAMS**
by Mike Babcock and Rick Larsen
Against the dramatic backdrop of the Canadian men's gold medal victory in Vancouver, the authors provide a roadmap for achieving goals and fulfilling dreams.
- 7. TALENT IS OVERRATED: WHAT REALLY SEPARATES WORLD-CLASS PERFORMERS FROM EVERYBODY ELSE**
by Geoff Colvin
This book shares the secrets of extraordinary performance and shows how to apply the principles.
- 8. INSIDEOUT COACHING: HOW SPORTS CAN TRANSFORM LIVES**
by Joe Ehrmann, Paula Ehrmann, and Gregory Jordan
Joe Ehrmann, the man who has been called "the most important coach in America," describes his coaching philosophy and explains how sports can transform lives at every level of play.
- 9. TOUGHNESS: DEVELOPING TRUE STRENGTH ON AND OFF THE COURT**
by Jay Bilas
Bilas examines this often-misunderstood — yet vital — attribute and how it contributes to winning in sports and life.
- 10. THE LITTLE BOOK OF TALENT: 52 TIPS FOR IMPROVING YOUR SKILLS**
by Daniel Coyle
A handbook for "building a better brain and a better you."

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